

**Grace A. Dow Memorial Library  
Library Board Minutes  
Wednesday, February 18, 2015, 7 p.m.  
City Hall Council Chambers**

**I. Roll Call**

Burhans called the meeting to order at 7:00 p.m.

PRESENT: Melissa Barnard, Michael Burhans, Lucille Cronin, Sarah Galt, Steven Markey, Laura Peterson, Debbie Hayes,

ABSENT: Maxine Brink

ALSO PRESENT: Ron Beacom, Manager of MCTV and Library Communications;  
Roberta VanHolstyn, Technical Secretary.

**II. Acceptance of November 19, 2014 Meeting Minutes**

Motion made by Cronin to accept minutes as submitted, seconded by Hayes. Motion approved.

**III. Additions or Changes to the Agenda**

None

**IV. Public Comments**

None

**V. Director's Report**

The Friends of the Library will be conducting their Used Book Sale February 20<sup>th</sup> through the 22<sup>nd</sup>. Proceeds from the sale provide funding for Library programs and materials.

The Give Local Midland online fundraising initiative will be May 5<sup>th</sup> from midnight to 11:59 pm. Those organizations that have funds at the Community Foundation are eligible to participate. The Library's Fund raised \$760 during last year's event and it is hoped that amount will be increased this year. As an alternative to online giving, contributions can be made at the Foundation office by check or cash on May 5<sup>th</sup>.

Classic movies have returned to the Library with an increase in attendance compared to past years. Library staff will continue to promote this program to increase attendance.

Barnard highlighted the 1000 Books Before Kindergarten program that will kick-off on March 1<sup>st</sup>. Reading sheets will be available at the Library to track the number of books being read to children before kindergarten. Children will receive small prizes as incentives.

In April, elementary age children can participate in the Drop Everything and Read program. Children read books and complete activity sheets to earn prizes.

The registration deadline for the Adult Battle of the Books program has been extended to March 16<sup>th</sup> to provide more time for teams to be formed following the March 8<sup>th</sup> promotion in the Midland Daily News. This program is considered to be a fund raiser for the Library, which was not mentioned in the announcement at the November Board meeting. There is a charge of \$10 per person to participate in the Adult Battle of the Books. Galt questioned the charge for participating in the program and if the Library charges for other programs. Barnard explained that the decision to charge was based on ensuring the commitment of participants to attend with the event being held after Library hours and the costs associated with the program. Hayes supported the charge noting that she thought that people would be willing to pay knowing that it goes to the Library.

The Library does charge for the annual National Library Week Tea for similar reasons. In response to additional questions, there is no charge for computer classes nor the Battle of the Books program for youth. The children's Battle is funded by the Friends of the Library and is supported by many community members who volunteer as team managers. Although attendance at the computer classes is sometime an issue, the staff is addressing this in other ways.

Hayes asked where we got the idea for the adult Battle of the Books. Barnard explained that she came across the idea when she was looking at other library websites.

Galt pointed out that even though there was a decrease in adult and juvenile circulation, there was an increase in ILL/Misc. The ILL/Misc. count includes materials borrowed from the Valley Library Consortium and through the statewide interlibrary loan system. Even if our Library owns the materials, when a patron requests it through the Consortium the material will be pulled from the library that has it on the shelf.

## **VI. Patron Comments and Suggestions**

### **SIGNED COMMENTS:**

1. On the library website when accessed via an iPhone the "My Account" choice is very far down. I'm guessing "My Account" is popular enough to move towards the top.

**Patrons using smart phones can use the BookMyne mobile app giving direct access to patron accounts.**

2. My son has enjoyed the Crafty Readers. I hope you continue them.

**Plans are to offer Crafty Readers several times a year rather than monthly. Attendance was an issue with the monthly program.**

3. We love the library! A huge blessing to our community.

### **UNSIGNED COMMENTS:**

1. There are not enough selections for men in the large print section. There should be more options instead of murder/mystery or romance novels. Please expand the book selection for male reads.

**Staff will prepare book lists highlighting large print books of interest to men.**

2. Put due date at top of receipt for easy referral.

**The receipt is programmed for the current heading. Since materials checked out can have different due dates, they need to be listed with each item checked out.**

## **VII. Library Board Expiring Terms**

The Library Board terms for Galt and Hayes expire on June 30, 2015. Barnard reviewed the process. If current members of Boards and Commissions want to reapply, City Council receives a resolution to re-appoint for another term. If a member decides not to reapply, the positions are advertised and others may apply. Barnard asked for a decision by Wednesday, February 25. Hayes requested to be appointed for another 3 year term.

## **VIII. City of Midland 2015-2016 Budget Schedule**

Barnard reviewed the budget schedule. May 18<sup>th</sup> is the charter-mandated date for the budget to be approved. The library budget has been submitted to the Finance Department and the City Manager for review.

Barnard reviewed the results of a City wide online survey and focus groups conducted by the Center for Public Policy and Service Department of SVSU. The survey and focus groups were conducted to get citizen input before the budget process begins. From the online survey, the library was rated highest in public services, followed by "Trash Collection," "Midland is a good place to live and work," and "Public Safety." The focus groups identified the need for increasing modern library collections. This refers to more electronic resources

City Council considered the results of the survey/focus groups at its budget planning session held in January. The city is facing a projected \$1.5 budget deficit in 2015-2016. Council approved a millage increase of .35 mils up to .5 mils.

City departments were asked to keep budgets flat. For the Library, there may be some relief from higher utility costs due to the recent renovation. At this point, there are no plans for changes in services or staffing at the Library.

Galt inquired whether personnel increases are included in the budget. They are and are not kept flat due to contract obligations and health premium increases. Book, programming, public relations are examples of accounts that remain flat.

Burhans inquired whether attendance at the public hearings would be beneficial. It is not necessary at this point since budgets are still under review.

Hayes questioned about the challenge of keeping the budget flat. It is challenging because costs of materials and services continue to increase and purchases must stay within the budget.

**IX. Library Renovations Update**

The window project has been completed and it is anticipated there will be energy savings as a result. There are some funds remaining from the grant to be used for a few small projects.

**X. Mideastern Michigan Library Cooperative Report**

Cronin reported that there have been two subcommittee meetings to discuss the National Library Legislature Day to be held in Washington DC May 3<sup>rd</sup> to May 5<sup>th</sup>. She submitted her application to receive a grant to attend and was approved. The Board extended their appreciation for her willingness to attend.

**XI. Strategic Plan**

Barnard reviewed the progress of the staff goals in the Strategic Plan.

Under the Board goal of increasing awareness of library services, accomplishments under the actions were highlighted:

- Board members Cronin, Hayes, and Peterson participated in Kid's Day at the Mall.
- Each board member has appeared in videos promoting the Yes You Can theme produced by MCTV.
- Hayes has written an op-ed article for the Midland Daily News.

Beacom showed photos of Kid's Day that included the new Yes You Can banner, promotional materials, and a craft project for children. Peterson, Hayes, and Burhans have volunteered to staff a table at the upcoming Friends used book sale to help promote the Yes You Can @ the Library campaign.

The Library Board Yes You Can video clips were shown. These clips have been on the Library website since mid-January, rotating each week. Thanks to the Board Members for their participation, as well as MCTV Production Assistant Billy Bethune for his technical help and graphic arts staff member Rachel Guentensberger for her work on the exclamation point prop used in the video clips.

The Yes You Can theme is being implemented in the Library's promotional materials. Lead graphic artist Adrienne VandenBosch is developing a look so that each department of the Library will have its own color scheme to assist patrons in locating programming information from the Library brochure rack. The colors will relate to the predominant color carpeting in those areas. The goal is to have a uniform look in materials throughout the Library.

The annual Happenings insert is being completed for the March/April edition of the Library Connection. This information will be included in a wrapper for the March 8<sup>th</sup>

edition of the Midland Daily News. Additional advertising is being considered for selected programs. Some Happenings events include the Adult Battle of the Books, the popular Library Tea, Writer's Workshop, and the Joel Tacey Program on March 15<sup>th</sup>.

**XII. Announcements**

Beacom announced that the article written by Hayes will be in an upcoming Sunday edition of the Midland Daily News. The new Library Connection will be available by March 1<sup>st</sup>. In this edition, there is information about the upcoming reconstruction of Eastman Avenue. Patrons are encouraged to use Orchard Road to access the Library. The work will start in April and run through November.

Peterson offered congratulations to Barnard and the staff on the positive results of the survey taken by Midland residents.

**XIII. Adjournment**

Cronin moved to adjourn. Peterson seconded. Motion carried. Meeting adjourned at 8:14 p.m. The next meeting of the Library Board will be held in the Grace A. Dow Memorial Library Board Room on March 18, 2015.